

Use this spreadsheet to track the cost and activities related to the release of a new product or service.
 The cells filled with BLUE text contain information you should replace with your own information.
 This worksheet enables you to coordinate all of your activities around a chosen STREET DATE—when your product or service will actually be available to customers.
 The layout is designed to project cash requirements so the activities requiring cash first are on top.

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

** Street Date **			Month:															
Dec-15-09			-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street - Date - Dec-09	+1	+2	+3
Product Development			Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10
Development Activities	Start Date	Due Date	Responsible															
[Milestone 1]	[Date]	[Date]	[Name]	250														
[Milestone 2]	[Date]	[Date]	[Name]		\$250													
[Milestone 3]	[Date]	[Date]	[Name]			\$250												
[Milestone 4]	[Date]	[Date]	[Name]				\$250											
Beta Version	[Date]	[Date]	[Name]					\$250										
Pre-Release Version for Press	[Date]	[Date]	[Name]						\$250									
Desktop Publishing of Manual	[Date]	[Date]	[Name]							\$250								
Total Product Development Costs				\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product Management Activities	Start Date	Due Date	Responsible															
Complete Product Specification	[Date]	[Date]	[Name]	\$300														
Content Development	[Date]	[Date]	[Name]		\$300													
Writing, Editing of drafts	[Date]	[Date]	[Name]			\$300												
Write a competitive Analysis	[Date]	[Date]	[Name]				\$300											
Independent Expert Review / Beta Tests	[Date]	[Date]	[Name]					\$300										
Independent Expert Review / Beta Tests	[Date]	[Date]	[Name]						\$300									
[Milestone z]	[Date]	[Date]	[Name]							\$300								
Total Product Management Activities				\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Internet																		
Website Development	Start Date	Due Date	Responsible															
Site Plan Update	[Date]	[Date]	[Name]	\$300														
Product / Service Page(s) copy	[Date]	[Date]	[Name]		\$300													
Home Page Revision	[Date]	[Date]	[Name]			\$300												
Create supporting links	[Date]	[Date]	[Name]				\$300											
Links to partners's pages	[Date]	[Date]	[Name]					\$300										
Set up shopping cart	[Date]	[Date]	[Name]						\$300									
QA all links	[Date]	[Date]	[Name]							\$300								
xxx	[Date]	[Date]	[Name]								\$300							
xxx	[Date]	[Date]	[Name]									\$300						
Total Website Development Costs				\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

** Street Date **																			
Dec-15-09																			
			Month:	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street - Date -	+1	+2	+3
			Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-1	
Marketing																			
Package Design	Start Date	Due Date	Responsible																
Package Design	[Date]	[Date]	[Name]	\$300															
Copy Writing	[Date]	[Date]	[Name]		\$300														
Copy Review	[Date]	[Date]	[Name]			\$300													
Package Design Review	[Date]	[Date]	[Name]				\$300												
Film Preparation	[Date]	[Date]	[Name]					\$300											
Determine marketing inserts for box	[Date]	[Date]	[Name]						\$300										
Design marketing inserts	[Date]	[Date]	[Name]							\$300									
Create marketing inserts	[Date]	[Date]	[Name]								\$300								
xxx	[Date]	[Date]	[Name]									\$300							
													\$300						
Total Packaging Costs				\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Public Relations																			
Develop Press Materials	Start Date	Due Date	Responsible	\$300	\$300														
[activity 2]	[Date]	[Date]	[Name]			\$300													
[activity 3]	[Date]	[Date]	[Name]				\$300												
[activity 4]	[Date]	[Date]	[Name]					\$300											
Tour of longer-lead publications	[Date]	[Date]	[Name]						\$300										
Tour to meet business market influencers	[Date]	[Date]	[Name]							\$300									
Interviews with short-lead publications	[Date]	[Date]	[Name]								\$300								
Release press release	[Date]	[Date]	[Name]									\$300							
Ensure phones are staffed to handle PR inquiries	[Date]	[Date]	[Name]										\$300						
Facilitate additional post-launch reviews	[Date]	[Date]	[Name]											\$300					
[activity x]	[Date]	[Date]	[Name]												\$300				
[activity x]	[Date]	[Date]	[Name]													\$300			
Total Public Relations Costs				\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0
Sales & Marketing Literature																			
Catalog Design & Production	Start Date	Due Date	Responsible			\$300													
Product Data Sheet	[Date]	[Date]	[Name]				\$300												
Reseller Piece	[Date]	[Date]	[Name]					\$300											
Merchandising Piece	[Date]	[Date]	[Name]						\$300										
Update Sales Training Manual	[Date]	[Date]	[Name]							\$300									
Add to Multimedia Demo	[Date]	[Date]	[Name]								\$300								
Competitive Comparison Chart	[Date]	[Date]	[Name]									\$300							
xxx	[Date]	[Date]	[Name]										\$300						
xxx	[Date]	[Date]	[Name]												\$300				
Total Literature Costs				\$0	\$0	\$300	\$300	\$300	\$300	\$300	\$300	\$0	\$300	\$300	\$300	\$0	\$0	\$0	\$0

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

** Street Date ** Dec-15-09				Month:	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street - Date - Dec-09	+1	+2	+3	
					Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-1	
Advertising	Start Date	Due Date	Responsible																		
[activity 1]	[Date]	[Date]	[Name]	\$300																	
[activity 2]	[Date]	[Date]	[Name]		\$300																
Internet Link	[Date]	[Date]	[Name]			\$3,000															
Internet Link	[Date]	[Date]	[Name]																		
Publication 1	[Date]	[Date]	[Name]			\$300															
Publication 2	[Date]	[Date]	[Name]				\$300														
Publication 3	[Date]	[Date]	[Name]					\$300													
Publication 4	[Date]	[Date]	[Name]						\$300											\$300	
xxx																					
Total Advertising Costs				\$300	\$300	\$3,300	\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300
Direct Mail	Start Date	Due Date	Responsible																		
Mail drop to installed base ([quantity])	[Date]	[Date]	[Name]	\$300																	
Mail drop to mail lists ([quantity])	[Date]	[Date]	[Name]		\$300																
Mail drop to mail lists ([quantity])	[Date]	[Date]	[Name]			\$300															
Total Direct Mail Costs				\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Channel Roll-Out	Start Date	Due Date	Responsible																		
Reseller Promotion1	[Date]	[Date]	[Name]	\$300																	
Reseller Promotion2	[Date]	[Date]	[Name]		\$300																
Reseller Promotion3	[Date]	[Date]	[Name]			\$300															
Reseller Promotion4	[Date]	[Date]	[Name]				\$300														
Total Roll Out Costs				\$300	\$300	\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Trade Show	Start Date	Due Date	Responsible																		
Trade show activity #1 - [City]	[Date]	[Date]	[Name]	\$300																	
Trade show activity #2 - [City]	[Date]	[Date]	[Name]		\$300																
Total				\$300	\$300	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales & Marketing Activities				\$1,800	\$1,800	\$4,800	\$1,500	\$1,200	\$1,200	\$900	\$900	\$600	\$600	\$600	\$600	\$600	\$300	\$0	\$0	\$0	\$300
Production & Fulfillment																					
Manufacturing / Shipping Activities	Start Date	Due Date	Responsible																		
Printing of Boxes	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
Printing of Manuals	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
Printing of Marketing Inserts	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
Disk duplication	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
Product Assembly	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
[activity 6]	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
[activity 7]	[Date]	[Date]	[Name]	\$300						\$300						\$300				\$300	
Total Manufacturing / Shipping Activities				\$2,100	\$0	\$0	\$0	\$0	\$0	\$2,100	\$0	\$0	\$0	\$0	\$0	\$0	\$2,100	\$0	\$0	\$0	\$2,100

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**** Street Date ****
Dec-15-09

Month: -12 -11 -10 -9 -8 -7 -6 -5 -4 -3 -2 -1 **Street - Date -** +1 +2 +3

Sales Forecast

	Start Date	Due Date	Responsible	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10
Projected Sales	[Date]	[Date]	[Name]																
Catalogs	[Date]	[Date]	[Name]	\$1,000											\$1,000				
Strategic Alliances	[Date]	[Date]	[Name]																
Internet / Affiliates	[Date]	[Date]	[Name]						\$5,000										
Retail	[Date]	[Date]	[Name]		\$1,000										\$1,000				
Multi-Level	[Date]	[Date]	[Name]																
Direct Sales	[Date]	[Date]	[Name]																
Conferences / Events	[Date]	[Date]	[Name]							\$3,500									
Direct Mail	[Date]	[Date]	[Name]			\$1,000										\$1,000			
Direct Advertising	[Date]	[Date]	[Name]				\$1,000											\$1,000	
Other Channels	[Date]	[Date]	[Name]					\$1,000											\$1,000
Total Sales				\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$5,000	\$3,500	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

Cost of Sales

	% Total Sales	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10
Cost of Goods	20%	\$200	\$200	\$200	\$200	\$200	\$1,000	\$700	\$0	\$0	\$0	\$0	\$200	\$200	\$200	\$200	\$200
Sales Commissions	5%	\$50	\$50	\$50	\$50	\$50	\$250	\$175	\$0	\$0	\$0	\$0	\$50	\$50	\$50	\$50	\$50
Royalties	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cost of Sales		\$250	\$250	\$250	\$250	\$250	\$1,250	\$875	\$0	\$0	\$0	\$0	\$250	\$250	\$250	\$250	\$250

***Projected CASH FLOW / Month**

	(\$4,000)	(\$1,900)	(\$4,900)	(\$1,600)	(\$1,300)	(\$400)	\$875	(\$1,200)	(\$900)	(\$600)	(\$600)	(\$1,950)	\$450	\$750	\$750	(\$1,650)
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***Projected Cumulative Cash Flow**

	(\$4,000)	(\$5,900)	(\$10,800)	(\$12,400)	(\$13,700)	(\$14,100)	\$875	(\$325)	(\$1,225)	(\$1,825)	(\$2,425)	(\$4,375)	(\$3,925)	(\$3,175)	(\$2,425)	(\$4,075)
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